IN THE CLAIMS

1. (Previously Presented) A data storage apparatus within a local broadcast facility for downloading data from datacast streams transmitted by a television broadcast system to a plurality of similar data storage apparatuses, said data storage apparatus comprising:

a storage medium within the local broadcast facility for storing selected portions of said transmitted datacast streams;

a controller within the local broadcast facility capable of receiving a first datacast stream transmitted by said television broadcast system and detecting therein a plurality of datacast blocks, wherein said controller employs a first content parameter associated with a first one of said datacast blocks with at least one subscriber-specific parameter associated with said data storage apparatus and wherein said controller, in response to a determination that said first content parameter matches said at least one subscriber-specific parameter, stores said first datacast block in said storage medium; and

a transmission device within the local broadcast facility configured to transmit said first data cast in accordance with said first content parameter.

2. (Original) The data storage apparatus as set forth in Claim 1 wherein said first datacast block comprises a broadcast block receivable by each of said plurality of similar data storage apparatuses.

3. (Original) The data storage apparatus as set forth in Claim 1 wherein said first datacast block comprises a multicast block receivable by a sub-group of said plurality of similar data storage apparatuses.

4. (Original) The data storage apparatus as set forth in Claim 3 wherein said first content parameter comprises a multicast group identifier with associated with said data storage apparatus.

5. (Original) The data storage apparatus as set forth in Claim 1, wherein said first datacast block comprises a unicast block receivable only by said storage apparatus.

6. (Original) The data storage apparatus as set forth in Claim 5, wherein said first content parameter comprises a unique address associated with said data storage apparatus.

7. (Original) The data storage apparatus as set forth in Claim 1 wherein said first datacast stream comprises webpage data.

8. (Original) The data storage apparatus as set forth in Claim 1 wherein said first datacast stream comprises Internet protocol (IP) data.

9. (Previously Presented) A method for downloading data from datacast streams transmitted by a television broadcast system to a plurality of data storage apparatuses within a local broadcast facility, the method comprising the steps of:

receiving a first datacast stream at the local broadcast facility transmitted by the television broadcast system;

detecting in the first datacast stream a plurality of datacast blocks at the local broadcast facility;

comparing at the local broadcast facility a first content parameter associated with a first one of the datacast blocks with at least one subscriber-specific parameter associated with a first one of the data storage apparatuses;

in response to a determination that the first content parameter matches the at least on subscriber-specific parameter, storing the first datacast block in a storage medium associated with the first data storage apparatus; and

transmitting at the local broadcast facility said first data cast in accordance with said first content parameter.

10. (Original) The method as set forth in Claim 9 wherein the first datacast block comprises a broadcast block receivable by each of the plurality of similar data storage apparatuses.

11. (Original) The data storage apparatus as set forth in Claim 9 wherein the first datacast block comprises a multicast block receivable by a sub-group of the plurality of similar data storage apparatuses.

12. (Original) The data storage apparatus as set forth in Claim 11 wherein the first content parameter comprises a multicast group identifier with associated with the data storage apparatus.

13. (Original) The data storage apparatus as set forth in Claim 9, wherein the first datacast block comprises a unicast block receivable only by the storage apparatus.

14. (Original) The data storage apparatus as set forth in Claim 13, wherein the first content parameter comprises a unique address associated with the data storage apparatus.

15. (Original) The data storage apparatus as set forth in Claim 9 wherein the first datacast stream comprises webpage data.

16. (Original) The data storage apparatus as set forth in Claim 9 wherein the first datacast stream comprises Internet protocol (IP) data.

17-20 (Cancelled)